

PREVIOUS SIMULATIONS POTENTIAL TRIAL

Previous Simulations Line Extensions	Tested Among	Brands Contributing Triers	Smokers In Sample	% 1st Choice Market- Weighted	Potential Trial	By Brand Tested		
						After 3 Mos.	After 6 Mos.	Latest July '80
Marlboro Lights 100's	100's Reg. & Marl. Lts. & Winston Lts. Kings	Parent (Marlboro Lts. King and Marlboro 100's) Others (100 mm Non-Menthol, 120 mm Non-Menthol & Winston Lights King) Total	83 118 201	20.5 2.5 5.5*	0.8 0.5 1.3			
B&H 100's Lights	100 Reg. & Men.	Parent (B&H 100's Non-Men. & Men) Others (100 mm Non-Men. and Men.) Total	31 169 200	25.8 4.7 7.9*	1.0 1.0 2.0	0.7	1.0	1.7
B&H Lights King	B&H 100's Reg. & Men. King Size Reg. & Men.	Parent (B&H 100's Non-Men. & Men) Others (King Non-Men. & Men.) Total	101 408 509	4.0 2.2 2.3*	0.2 1.3 1.5	--	--	--
Kent III King	King Non-Menthol	Parent (Golden Lts. and Kent King) Others (King Non-Menthol) Total	32 267 299	28.1 2.6 4.3*	0.8 1.0 1.8	0.7	0.9	0.8 (A)
Vantage Ultra Lights King	King Non-Menthol	Parent (Vantage King) Others (King Non-Menthol) Total	26 278 304	15.4 2.9 3.5*	0.3 1.2 1.5	.35	.32	.36 (B)
Marlboro Lights Menthol King	King Menthol	Parent (Marlboro Menthol) Others (King Menthol) Total	7 275 282	43.0 2.5 5.1*	0.1 0.4 1.3	--	--	--
Marlboro Lights Box 85's	Marlboro Lts. Soft Marlboro Red Box, & Low Tar Kings	Marlboro Lights Soft Marlboro Red Box King Size Low Tars Total	74 75 205 354	43.2 4.0 1.0 3.0*	0.9 0.2 0.2 0.5	.76	--	--
B&H Ultra Lights	B&H Full Flavor  B&H Lights Other 100 mm Low Tar	Parent (B&H FF, Lts. Men. Non-Menthol)  Other (Salem Lights/Ultra, Virginia Slims Lts., Marlboro Lights, Carlton) Total	125  107 459 591	20.8  35.5 10.1 13.5	0.6  0.7 2.1 3.4	--	--	--
<u>New Brands</u>								
Basic	King Non-Menthol & 100 mm Non-Men.	King Size Non-Menthol 100 mm Non-Menthol Total	281 109 390	11.0 8.2 10.1*	1.6 1.5 6.1	.32 .26 .58	.26 .21 .47 (C)	--
Cambridge King (premium price)	King Non-Menthol and Menthol	King Size Non-Menthol King Size Menthol Total	100 100 200	16.0 6.0 13.0*	6.8 1.1 7.9	--	--	--
Vista King	King Non-Menthol	King Size Non-Menthol	200	5.5*	2.3	--	--	--
Triumph	King Non-Menthol & Menthol	King Size Non-Menthol King Size Menthol Total	241 61 302	2.9 1.6 2.5*	1.2 0.3 1.5	0.3 0.1 0.4	0.4 0.2 0.5	0.3 0.2 0.5
Aspen	King Menthol 100 mm Menthol	King Size Menthol 100 mm Menthol Total	164 140 304	4.3 2.9 3.8*	0.8 0.3 1.1	0.0 0.1 0.1	-- -- --	0.0 0.1 0.1 (D)
Northwind	King Menthol	King Size Menthol	Total 428	9.1*	1.6	--	--	--
Raffles Special Menthol	King Menthol 100mm Menthol (7+ mg.)	Kool/Kool Milds Newport/Newport Lts. Salem/Salem Lights Total	300	15.3	3.82	--	--	--
Players Special Menthol	King Menthol 100 mm Menthol (7+ mg.)	NA Total	303	19.5	4.89	--	--	--
Players Select Blend	King Non-Menthol 100 mm Non-Menthol (7+ mg.)	NA Total	305	14.9	8.53	--	--	--

(A) Reached a share of 1.0 before introduction of 100's.

(B) Went National with both Kings & 100's.

(C) Test Market discontinued after 18 weeks = 4 months.

(D) Test Market discontinued.

\* % choosing weighted so that the distribution of brands smoked by people interviewed is modified to represent the national distribution of those brands or types.

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